WHAT IS CLAIMED IS:

1. A rinse-off hair coloring/cleansing composition, comprising, or prepared by combining:

   a) from about 0.1% to about 10% by weight of water-soluble dye materials;

   b) from about 5 % to about 50% by weight of surfactant materials comprising a member selected from the group consisting of anionic surfactant, amphoteric surfactant, and mixtures thereof;

   c) from about 40% to about 94.9% by weight of water;

   said water-soluble dye materials being concentrated in a dispersed phase of liquid emulsion droplets dispersed within a continuous aqueous phase; wherein said dye materials are concentrated within said droplets to the extent that the intensity of the color imparted by the dye materials to the droplets is greater than the intensity of the color imparted by the dye materials to the continuous aqueous phase.

2. A rinse-off hair coloring/cleansing composition according to Claim 1, wherein the average size of said liquid emulsion droplets are between 0.05μm to about 100μm in diameter.

3. A rinse-off hair coloring/cleansing composition according to Claim 1, wherein said surfactant materials are present at a concentration of from about 10% to about 20% by weight.

4. A rinse-off hair coloring/cleansing composition according to Claim 1, wherein said water-soluble dye materials are present at a concentration of from about 0.2% to about 5% by weight.

5. A rinse-off hair coloring/cleansing composition according to Claim 1, wherein said surfactant materials and said water-soluble dye materials interact to form the dispersed liquid phase in which said water-soluble dye materials are concentrated.

6. A rinse-off hair coloring/cleansing composition according to Claim 1, wherein said anionic surfactant is selected from the group consisting of: organic sulfates, alkyl sulphates, alkaryl sulphates, ether sulfates, alkyl ether sulfates, lauryl ether sulfates, aryl alkyl sulphonates, alkyl sulphonates, alkaryl sulphonates, α-olefin sulfonates, organic phosphate esters, alkyl phosphates, alkyl taurates, alkyl isethionates, alkyl and alkenyl carboxylates, alkyl amidoether carboxylic acids, acylsarcosinates, dialkylsulphosuccinates, sulfonate salts, alkali salts of long-chain mono- and dialkyl

phosphates, alkali salts of sulfosuccinic acid semiesters, fatty acid sarcosinates, fatty acid alkanolamide sulphosuccinates, and mixtures thereof.

7. A rinse-off hair coloring/cleansing composition according to Claim 1, wherein said amphoteric surfactant is selected from the group consisting of: betaines, amidobetaines, sultaines, glycinates, propionates, amphoacetates, asparagine derivatives, and mixtures thereof.

8. A rinse-off hair coloring/cleansing composition according to Claim 5, wherein said water-soluble dye materials consist of direct dyes.

9. A rinse-off hair coloring/cleansing composition according to Claim 8, wherein said direct dyes are cationic.

10. A rinse-off hair coloring/cleansing composition according to Claim 1 which also contains a cationic polymeric deposition aid which forms a coacervate with said surfactant materials to aid deposition of the dispersed dye phase.

11. A rinse-off hair coloring/cleansing composition according to Claim 1, wherein said surfactant materials form a separated aqueous phase and said water-soluble dye preferentially partitions into this separated aqueous phase and thereby forming droplets, such that, microscopically, the color is more intense in dispersed droplets than in a continuous phase.

12. A rinse-off hair coloring/cleansing composition according to Claim 11 further comprising non-surfactant electrolytes which aid in creation of the separated phase.

13. A rinse-off hair coloring/cleansing composition according to Claim 12, wherein said surfactant materials consist of an anionic and/or amphoteric surfactant and form a separate aqueous phase by interacting and combining with a cationic polymer.

14. A rinse-off hair coloring/cleansing composition according to Claim 11, wherein said surfactant materials consist of an anionic and/or amphoteric surfactant and form a separate aqueous phase by interacting and combining with a cationic polymer.

15. A rinse-off hair coloring/cleansing composition according to Claim 14, wherein said separated aqueous phase is a liquid crystal phase.

16. A rinse-off hair coloring/cleansing composition according to Claim 14, wherein said cationic polymer is comprises from about 0.1% to about 10% by weight of the composition.

17. A rinse-off hair coloring/cleansing composition according to Claim 16, wherein said cationic polymer is selected from the group consisting of: cationic polymer of hydroxyethyl cellulose reacted with a trimethyl ammonium substituted epoxide, polymer of dimethyl diallyl ammonium chloride, guar hydroxypropyltrimonium chloride, polymethacrylamido-propyl trimonium chloride, and mixtures thereof.

18. A rinse-off hair coloring/cleansing composition according to Claim 14, wherein said anionic surfactant is selected from the group comprising of: organic sulfates, alkyl sulphates, alkaryl sulphates, ether sulfates, alkyl ether sulfates, lauryl ether sulfates, aryl alkyl sulphonates, alkyl sulphonates, alkaryl sulphonates, α-olefin sulfonates, organic phosphate esters, alkyl phosphates, alkyl taurates, alkyl isethionates, alkyl and alkenyl carboxylates, alkyl amidoether carboxylic acids, acylsarcosinates, sulfonate salts, alkali salts of long-chain mono- and dialkyl phosphates, alkali salts of sulfosuccinic acid semiesters, dialkylsulphosuccinates fatty acid sarcosinates, fatty acid alkanolamide sulphosuccinates, and mixtures thereof.

19. A rinse-off hair coloring/cleansing composition according to Claim 14, wherein said amphoteric surfactant is selected from the group comprising of: betaines, sultaines, amphoacetates, glycinates, propionates, asparagine derivatives, and mixtures thereof.

20. A rinse-off hair coloring/cleansing composition according to Claim 1 further comprising silicones.

21. A rinse-off hair coloring/cleansing composition according to Claim 1 additionally comprising a member selected from the group consisting of fatty alcohols, styling agents, perfumes, preservatives, anti-static agents, lather boosters, anti-dandruff agents, viscosity adjusting agents, thickeners, pH adjusting agents, anti-microbial agents, anti-oxidants, diluents, pearlescent aids, scalp senates, topical anesthetics, proteins, skin active agents, sunscreening agents, humectants, vitamins, pediculocides, and mixtures thereof.

22. A method of coloring and cleansing hair, comprising:

a) wetting said hair with water;

b) applying to said hair an effective amount of a coloring/cleansing composition according to Claim 1; and

c) rinsing said coloring/cleansing composition from said hair using water.